

The All-New '58 FORD **RANCHERO!**



America's first work and play truck!



Custom Ranchero in Colonial White and Torch Red Style Tone Colors

F-100 Styleside Pickup in Seaspray Green and Colonial White Two Tone Colors. For more information on this model, ask for Light Duty Model Folder.

All new '58 FORD **RANCHERO** — a beauty built for double duty!

Step into the beautiful new Ranchero . . . and you'll step ahead with America's most exciting new idea in transportation! In a single, striking vehicle, the Ford Ranchero gives you what you *want* in a car; what you *need* in a truck . . . a double-duty beauty with all the handsome styling, the luxurious interior, the comfort and handling ease of a fine car . . . plus the heft of a husky pickup truck that hauls over half a ton of payload in eye-catching style. Step ahead, *stay* ahead with the '58 Ford Ranchero—America's first work-or-play truck!



Plumbers pack half a ton of pipe . . . and camping outfit, too

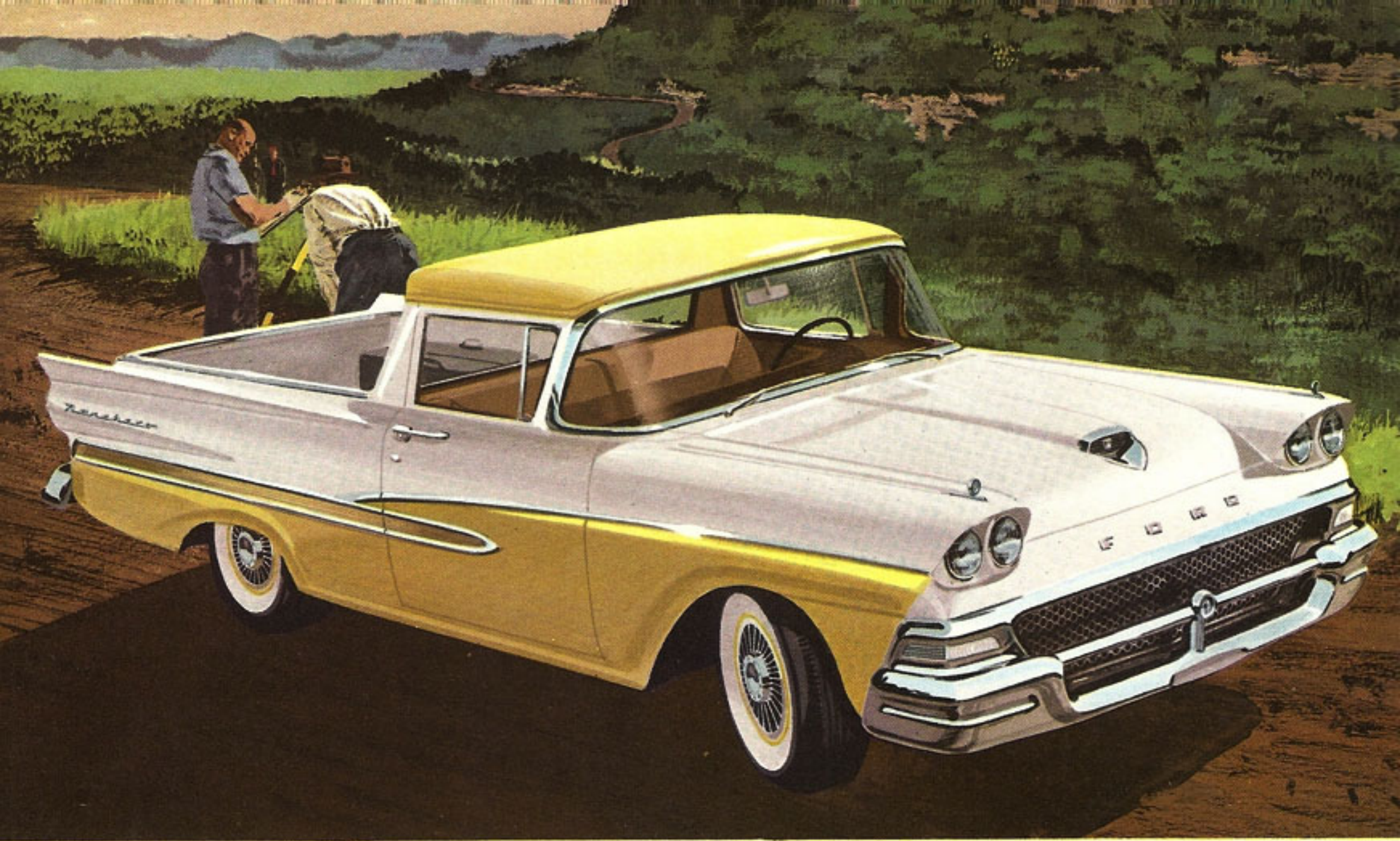


Decorators dramatize their business with 'em



Farmers rate it the smoothest-riding work horse ever

Seems like everybody likes **RANCHERO!**



Custom Ranchero in Colonial White and Sun Gold Style Tone Colors

'58 FORD RANCHERO

—a worker with the road smoothing ride of a fine car!

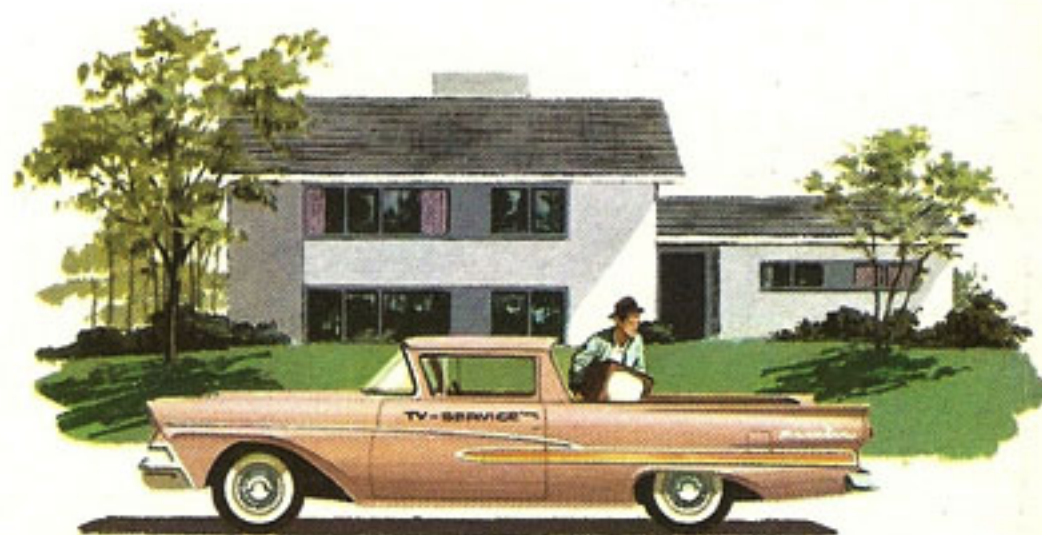
When you slip behind Ranchero's wheel and glide away, you'll have to check the rearview mirror to realize you're driving a *truck!* Only by seeing that whopping load back there can you believe it! Getaway is smooth, powerful . . . the ride is gentle, easy. Bumps and jars of country roads or pock-marked city streets are gently cushioned. And you get the same down-soft ride even without a load!

The secret is Ranchero's unique suspension—unlike any truck in America. Front wheels cushion shock through 4-way ball-joint suspension, similar in design to that of fine passenger cars. Rear springs are a variable-rate type to compensate for varying loads. The resulting ride combats fatigue, keeps you fresh the day long, ready for an evening's fun . . . again in your Ford Ranchero!

RANCHERO says nice things about your business!



Resorts haul guests and their gear, sails and nails and planks for the pier



TV men put on a good show in 'em

'58 FORD RANCHERO

— a looker that packs over
half a ton of payload!

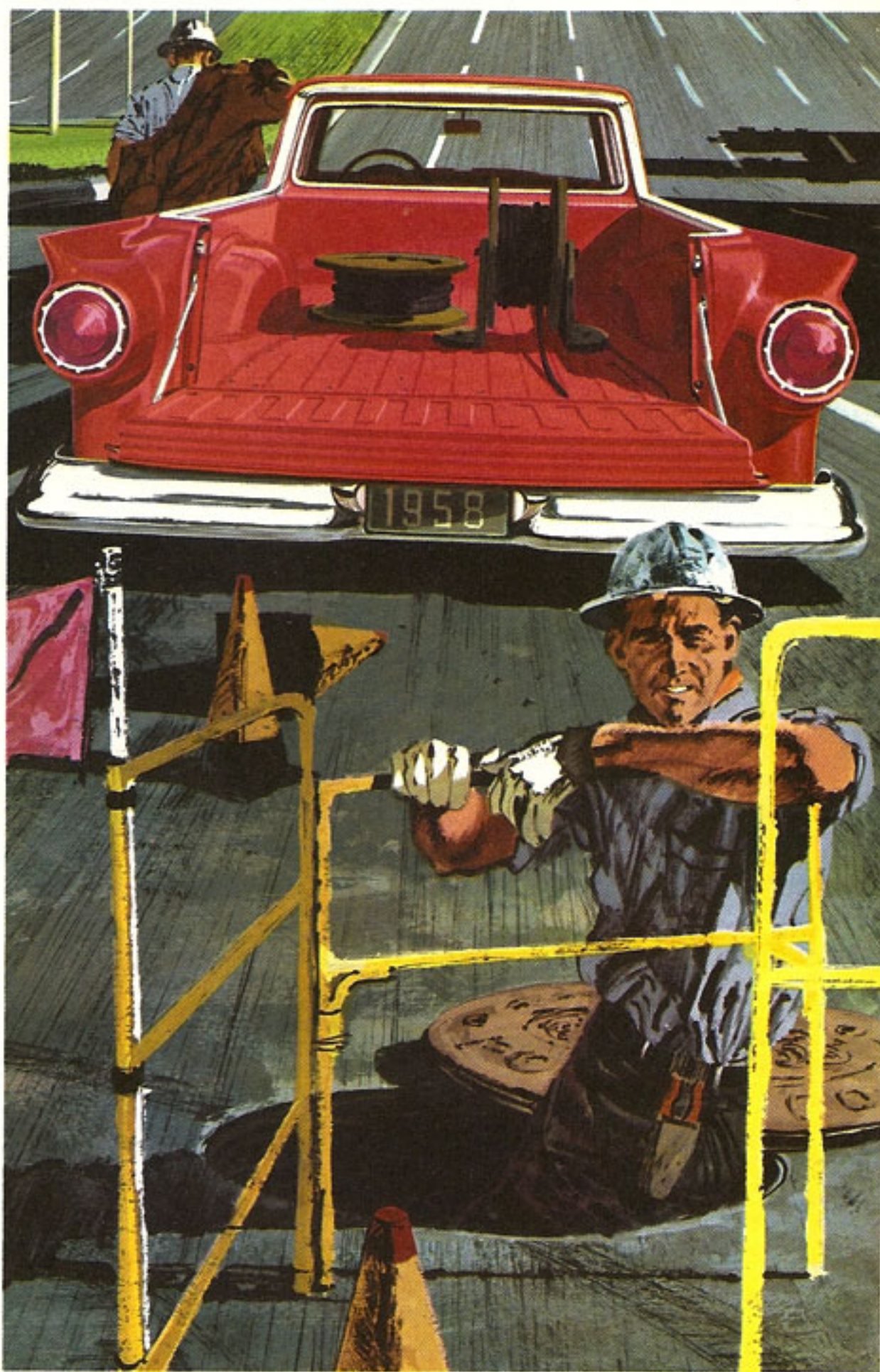
Behind Ranchero's show pony beauty is a tough-muscled work horse . . . actually packs more payload than many standard pickups! The body is man-sized, with rugged double-wall construction in sides, floor and tailgate for extra strength and rigidity. Body floor is six feet long, and when tailgate is lowered, there are nearly eight feet of usable loadspace! And never was a truck so easy to load . . . Ranchero's body sides are hardly more than three feet above the road. Make no mistake, Ranchero pays for its keep! And with every load, it delivers a dividend of prestige for your business.



'58 Ford Ranchero in Silvertone Green offers plenty of room . . . plenty of beef!



Salesmen carry more, get around more, sell more



Custom Ranchero in Torch Red Single Color has low loading height.



Electricians wire with them by day,
squire with them by night



1958 FORD **RANCHERO** - the only pickup with true

The very first load will prove, beyond doubt, that the Ranchero is a *truck* . . . but your eyes will never be convinced! From the hooded dual headlights to the swept-out tail fins, every graceful line says "fine passenger car." The distinctive cab interior reaffirms it. Rich color

combinations of easy-to-clean vinyl and woven plastic blend smoothly with the gleaming instrument panel. There are optional conveniences everywhere: power seats, power windows, power brakes and power steering, automatic transmissions . . . even air conditioning if you wish!

RANCHERO - a pleasure to do business with!



Appliance dealers give hard goods soft rides

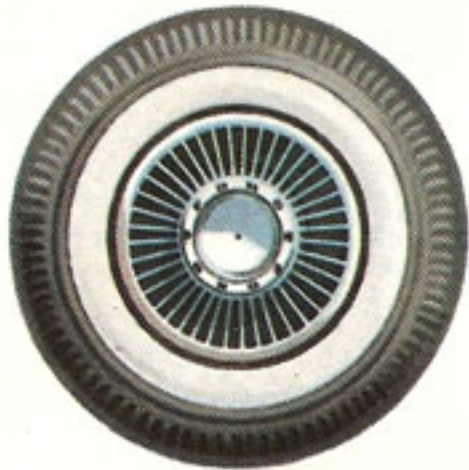
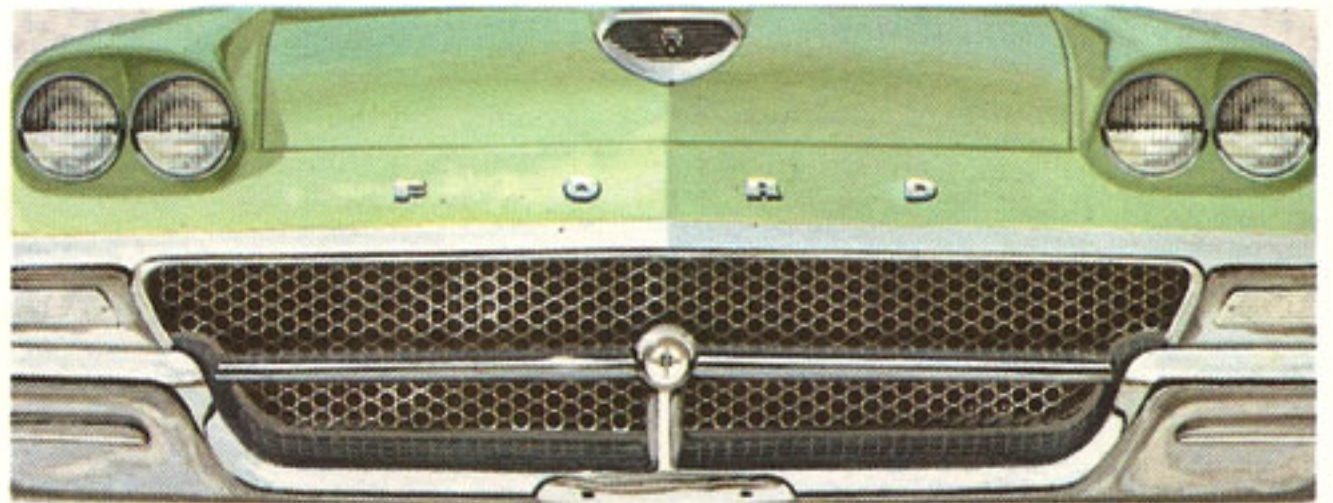


Contractors say it's a first-rate second "office"

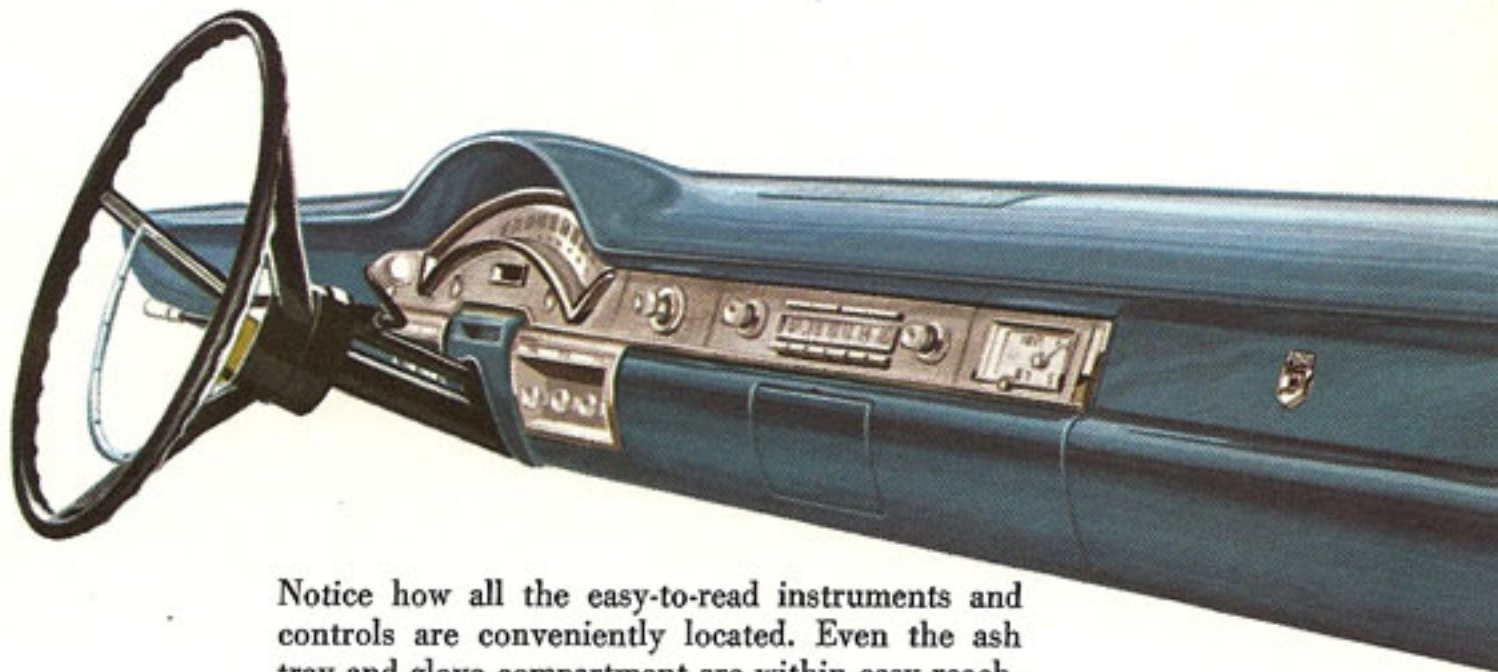


Unmatched visibility to the front, sides and rear for greater safety and driving pleasure! Largest standard rear window of any pickup!

Ranchero's dual headlights combine distinctive appearance with greater illumination control for increased night safety. Provides improved low-beam seeing distance on right side of the road and twin high-beam lighting for open road driving.



Of all trucks in America, only the Ford Ranchero can take full advantage of extra dressy touches like Fashion-Ray wheel covers and white sidewall tires.



Notice how all the easy-to-read instruments and controls are conveniently located. Even the ash tray and glove compartment are within easy reach. Lifeguard steering wheel is standard.

passenger car styling, comfort and driving ease!

Ranchero's split seat back tilts forward for access to the spare tire on the passenger's side; on the driver's side, to a roomy tool or luggage space that's clean, dry and a handy safeguard against theft. There are exclusive Lifeguard safety features, too: double-grip door locks, deep-

dish steering wheel and swivel rearview mirror. Padded instrument panel, cushioned sun visors and safety seat belts are optional. Under the hood is a choice of Ford power: economical Six, or either of two high-performance V-8's from the world's most experienced builder of V-8 engines!



Service stations find it a business-getting go-getter



Specialty stores make every delivery a special delivery

FORD RANCHERO SPECIFICATIONS

MAXIMUM GVW: 4,600 POUNDS

The Ranchero: Bright-metal windshield, back window, vent wing and side moldings; bright-metal grille and front and rear bumpers standard. Single Colors: choice of Azure Blue, Silvertone Blue, Seaspray Green, Silvertone Green, Desert Beige, Bali Bronze, Gunmetal Gray, Torch Red, Raven Black and Colonial White. Upholstery: light and medium blue vinyl or light brown vinyl and medium brown woven plastic.

Custom Ranchero: Includes all the brightwork of the Ranchero, plus bright-metal cap molding around top of body and rear of cab . . . and distinctively different bright-metal full-length side moldings highlighted by gold anodized aluminum. Interior additions are: foam rubber in seat cushion, arm rests on both doors, sun visor on right side, horn ring and cigarette lighter. Available in all Single Colors (above) or in 11 stunning Style Tone color combinations—Colonial White in combination with any of the other standard colors plus Sun Gold and Palomino Tan. Upholstery: light blue vinyl and medium blue woven plastic; light brown vinyl and medium brown woven plastic; white and red vinyl; light and medium green vinyl.

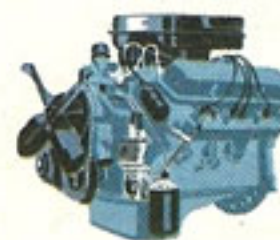
ENGINES



205-hp Ford 292 V-8—292-cu. in. displ.; 3.75" bore x 3.30" stroke; 9.1 to 1 compression ratio, regular fuel. Super-Filter air cleaner, low-silhouette two-venturi carburetor, automatic choke, Y-type single exhaust.



144-hp Mileage Maker Six—223-cu. in. displ.; 3.62" bore x 3.60" stroke; 8.6 to 1 compression ratio, regular fuel. Unit design carburetor, Super-Filter air cleaner, manual choke.



300-hp Interceptor 352 Special V-8—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 10.2 to 1 compression ratio, premium fuel. Fully machined combustion chambers, four-venturi carburetor, Super-Filter air cleaner, dual exhausts, automatic choke.

Fordomatic Drive: Improved design combines torque converter and automatic gear system for a smooth flow of power. Automatic intermediate and high gears plus automatic low are all available with selector lever in "D" position. Selector lever in "L" position keeps transmission in low and intermediate gear range; provides maximum engine deceleration control for more effective braking on hills.

High Performance Drive: Most versatile of all the automatic transmissions coupled with a fast rear axle ratio for "built-in" overdrive economy. Two selective drive ranges to match varying road and load conditions. In "D1" starts are made in low for solid, fast-accelerating pace. In "D2" starts are in intermediate providing gradual acceleration for slippery conditions. "L" for low and braking. (Available with 352 V-8.)

Overdrive: Three-speed transmission with automatic 4th gear lets engine loaf at 35 while you do 50. Makes driving smooth, quiet, relaxing. Saves up to 15% on gas, cruises in a whisper.

Conventional: New, improved 3-speed transmission—the easiest manual there is with gear ratios tailored to each engine. Semi-centrifugal clutch is operated by a suspended pedal.



POWER STEERING

Does up to 75% of the work of parking and assists you in all your driving. Yet you retain the "feel of the wheel" on straightaways.



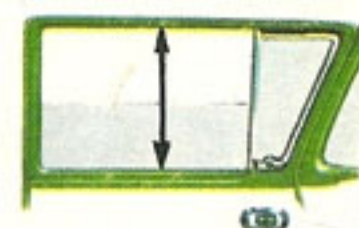
POWER BRAKES

Stopping takes up to one-third less effort on brake pedal. Makes driving in traffic much easier, more relaxing. Low suspended pedal.



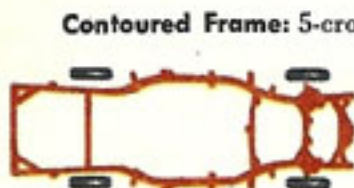
POWER SEAT

Automatically goes up, down, forward or back at a button's touch. You get just the right leg room and height for easier, safer driving.



POWER WINDOWS

The final touch of luxury for the truck that has everything! Buttons on driver's door raise and lower both side windows.



Contoured Frame: 5-cross-member, precision-made, ladder-type, reinforced box-section construction that sweeps out and dips down between wheels.



Steering: New, smoother, ball-bearing train mechanism. Symmetrical-linkage: 17½" 3-spoke Lifeguard deep-dish steering wheel.



Rear Axle: Hypoid with straddle-mounted pinion. Ratios (to 1): Conv. or Overdrive—3.89; Fordomatic—3.56. Ratios with 352 V-8: Conv. or Overdrive—3.70; Automatic transmissions—2.91.

Rear Suspension: Variable-rate type, 6 leaves with friction-control inserts in upper 5 leaves. Diagonally mounted viscous-control shock absorbers.



Brakes: Double-seal Giant-Grip hydraulic; suspended foot pedal; 11" drums; 191-square inch lining area.



Front Suspension: Angle-Poised, 4-way Ball-Joint design with one-piece stabilizer. Viscous-control shock absorbers.



Tires: Standard, black sidewall 7.50 x 14, 4-ply tubeless on 5½" safety-type rims. Optional, 8.00 x 14, 6-ply tubeless. White sidewalls also available.

Dimensions: 116" wheelbase; 59.0" front, 56.4" rear treads. Over-all length, 202.9" (210.7" with tailgate down). Height (Maximum with design load), 57.5". Payload capacity, 1125 lb.

Other Available Equipment: Full-Flow oil filter (Six only), HD Super-Filter air cleaner, MagicAire system. Console Range or Signal-Seek radio, electric clock, Fashion-Ray wheel covers, Aquamatic windshield washer-wiper, padded instrument panel and sun visors. Ford seat belts, I-Rest tinted safety glass, SelectAire (V-8 only) or PolarAire Conditioner, vacuum booster windshield wipers, and many others. See your Ford Dealer.

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